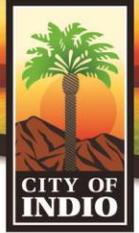


# FOR IMMEDIATE RELEASE

## MEDIA ADVISORY

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### **Indio Water Authority Customers to Benefit from Collaboration with State** *Water conservation fine to be kept in Indio*

**Indio, Calif., May 10, 2016** – Indio Water Authority (IWA) worked collaboratively with the State Water Resources Control Board (SWRCB) to reallocate a \$61,000 fine into a \$2,000,000 water conservation program in lieu of a penalty payment made to the State.

In October 2015, IWA and other water districts across the state were fined \$61,000 each for failing to meet their State-mandated conservation goals. IWA requested a meeting in December to discuss the fine and options moving forward.

"The SWRCB Office of Enforcement made it very clear in our first meeting that they wanted to work collaboratively with us and keep the fine money in Indio", said Dan Martinez, Indio City Manager. "As a result, the fine will be used as part of a new comprehensive conservation program that will provide customers a number of new ways to save water."

Cris Carrigan, Director of the SWRCB Office of Enforcement, said, "The State Water Board has been more interested in promoting innovative proactive planning for future resiliency by water agencies, rather than collecting fines. The agreement with Indio exemplifies that objective and strikes a great balance for conservation and Indio's ratepayers."

IWA will launch this new \$2,000,000 water conservation program entitled **Conserve MORE Project** (**M**ore **O**utreach, **R**ebates, and **E**ducation) to provide customers with additional tools and resources to reduce water use. The **Conserve MORE Project** will consist of three key initiatives:

- One of the State's first ever evaporative cooler rebate program - IWA will add an evaporative cooler rebate to its wide range of water conservation rebates, which includes financial incentives for turf removal, irrigation equipment upgrades, water efficient washing machines, and water efficient toilets. IWA staff will be posting information regarding the evaporative cooler rebate on their website, [www.indiowater.org](http://www.indiowater.org), as it becomes available.
- A state-of-the-art web portal - IWA will be deploying a state-of-the-art web portal in the fall of 2016 to allow IWA customers to easily track their water usage from any mobile device, tablet or computer to avoid any bill surprises. Once implemented, IWA will be able to provide customers with real-time alerts and let them know about potential leaks and other water related issues.
- A collaborative effort with locals schools to promote further water conservation – IWA will be working in collaboration with the Desert Sands Unified School District (DSUSD) to promote and augment DSUSD conservation programs already in place. Currently DSUSD offers a wide-range of water conservation classes as part of their curriculum as Environmental Horticultural and Hydrology, Landscape and Sustainable Environmental Design, Agricultural Chemistry, Floral Design, and Gardening classes. In addition, IWA will also be conducting numerous public information sessions at local schools promoting water conservation to students and parents.

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### **About Indio Water Authority**

Indio Water Authority was formed in 2000 to deliver water to the City of Indio. Its mission is to provide the City's residents, visitors and businesses with safe and reliable water, while ensuring the long-term viability of the City's water services for its users. Indio Water Authority supplies water to Indio's 88,411 businesses and residential customers in its 38 square mile service area.